

STRATEGIC PLANNING APPROACH

Since late 1993, we have conducted formal strategic planning efforts to establish multi-year organization-wide directions and priorities. This ongoing process assesses the current environment and projects future directions by asking four basic questions:

- ◆ Where are we today?
- ◆ Where do we want to be?
- ◆ How do we get there?
- ◆ How do we measure our progress?

DATA GATHERING PROCESS To answer these questions, we sought input from both internal and external stakeholders through one-on-one and group interviews. The term “stakeholders” is used throughout this document and is defined as any person or group who directly or indirectly affects, is affected by, or has an interest in the actions of the Water Boards. Stakeholders include:

- ◆ Members of the regulated community
- ◆ Environmental groups
- ◆ Local, state and federal government agencies and elected officials
- ◆ Present and future generations of Californians
- ◆ Board members and employees

A list of stakeholders who participated in the strategic planning process is provided in Appendix B.

STRATEGIC PLANNING TEAM A Leadership Team composed of the State Board Chair, Executive Director, three Regional Board Executive Officers, State Board management staff, and Cal/EPA representatives used the stakeholder input to develop this Strategic Plan. The Leadership Team designed the Plan to help provide clear direction and focus that, combined with daily activities, will propel our organization toward achieving our vision.

CAL/EPA STRATEGIC VISION The release of Cal/EPA's *Strategic Vision* was the starting point for our strategic planning effort. Throughout the process, we referred to this document to ensure our Plan supports the overarching Cal/EPA goals and objectives. Specific ties to the Cal/EPA *Strategic Vision* are described in Appendix C.



Yuba River, Region 5